



NEWS RELEASE

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State Election Officials Launch Voternetwork Program Pilot in 12 States

New Public-Private Partnership Will Bring Nonpartisan Voting Information to 1.5 Million Young People

Washington, DC—The National Association of Secretaries of State (NASS), in partnership with Tangent Media, LLC, today announced the launch of the Voternetwork, a commercially-sponsored, multimedia voter outreach program that will target 18 to 24 year-old citizens. This innovative public-private partnership will rely upon direct mail, email, websites and social media to make the voting process easier and more accessible for the next generation of tech-savvy, young voters.

"As chief state election officials, our members are always searching for new ways to enhance registration and voting rates," said NASS President Trey Grayson of Kentucky. "With the support of civic-minded advertisers—and at no cost whatsoever to taxpayers—the Voternetwork program allows election officials to reach out to young voters by sending nonpartisan communications that can be tailored with state-specific information about registering to vote, finding a polling place, requesting an absentee ballot, volunteering to serve as a poll worker and going to vote on Election Day."

During the first week of April, approximately 1.5 million young adults in 12 states will receive basic election information with an invitation to join the Voternetwork, either through the U.S. mail or email. Those who choose to sign up for the Voternetwork are able to receive regular election notices and deadline reminders from election officials. States that are targeted in the pilot include: Arizona, Colorado, Georgia, Illinois, Kentucky, Minnesota, Nevada, New York, Ohio, Pennsylvania, Texas and Washington.

Sixteen advertisers are taking part in the pilot program. They represent various industries serving the young adult demographic, including auto insurance, casual dining, broadband and satellite television, online videogaming, specialty apparel and retail shoe sales, health and beauty aids, debit cards, educational services and video rentals.

NASS and Tangent hope to expand the Voternetwork program to include additional states following the November 2010 conclusion of the pilot.

"Why not bring democracy to young people via direct mail?" added NASS President-Elect Matt Dunlap of Maine, who hopes to add his state to the program when it is expanded beyond the pilot group. "Marketers know how to grab a young person's attention, and if we can leverage their tactics to proactively mobilize young voters at no cost to cash-strapped states, everyone benefits."

For more information, please visit www.voternetwork.com.

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